

Tompkins County Strategic Tourism Planning Board (STPB) Meeting Minutes – March 2013

Date: March 20, 2013
Time: 3:00-5:00pm
Location: Convention and Visitor's Bureau

Attendees:

Name	✓	Representation	Name	✓	Representation
Anne Kellerman	✓	At-Large	Susie Monagan	✓	Arts-Culture
Anthony Hopson	E	Ithaca College	Tim Joseph	✓	At-Large
Christy Agnese	✓	At-Large	Brett Bossard	✓	CAP, Non-Voting
Ethan Ash	E	Arts-Culture	Dwight Mengel	✓	Transportation, Non-Voting
Gary Stewart	✓	Cornell	Fred Bonn	✓	CVB, Non-Voting
Jon Reis	E	Arts-Culture	Gary Ferguson	E	DIA, Non-Voting
Miriam Musco	✓	At-Large	Jean McPheeters	E	Chamber, Non-Voting
Paul Tatar	✓	Recreation	Martha Armstrong	✓	TCAD, Non-Voting
Rick Adie	✓	Lodging	Will Burbank	E	TC Legislature, Non-Voting
Rita Rosenberg	E	Agriculture	Anne Gossen		Associate Member
Scott Wiggins	✓	Lodging	Beverly Baker		Associate Member
Stephen Nunley	E	At-Large	Ken Jupiter		Associate Member
Steve Hugo	✓	At-Large	Mike Mellor	✓	Associate Member
Stuart Stein	E	At-Large	Tiffany Gallagher	✓	Associate Member
Sue Pergut	✓	Arts-Culture			
Sue Stafford	E	TC3	Tom Knipe	✓	Staff

Also in attendance: Carol Chock (County Legislator), Heather Filiberto (TCAD), Carol Kammen (County Historian, Community Celebrations Chair), Ronda Roaring (ilovethefingerlakes.com), Kathy Wilsea (Tompkins County Planning Dept.)

Agenda

Approval of minutes for February 20, 2013 STPB meeting
 Chair's Report
 Tompkins County Area Development Presentation
 Arts & Culture Organizational Development Grant Review
 Spring 2013 Tourism Grant Review
 CVB Monthly Report
 Announcements

Discussion

The meeting was called to order at 3:04 PM by the Chair, Rick Adie.

February 2013 minutes were accepted without change.

Chair's Report – Rick introduced new members Dwight Mengel (Transportation) and Mike Mellor (Associate) and welcomed visitors Ronda Roaring and Carol Chock. Carol was present to substitute for Will Burbank today. Rick extended thanks to Tim Joseph, who is retiring as Area Director of Finger Lakes State Parks and leaving STPB. Rick thanked the STPB committees that reviewed a total of 65 grant applications and made efforts to keep grants aligned to goals of the Strategic Tourism Plan. The first meeting on the 2014 budget was held, where discussion included the start of allocation of funds for TCAD, impact of the Commons redesign, and changes in the hotel inventory. Information will be shared with members by email on the retreat scheduled for April 20th.

Tompkins County Area Development – Martha Armstrong and Heather Filiberto were present from TCAD. Heather reported on economic development and job creation strategies. Their Mission: TCAD is dedicated to building a thriving and sustainable economy that improves the quality of life in Tompkins County by fostering the growth of business and employment. Their Vision: A flourishing economy with exciting innovative firms that inspire and attract a talented workforce. Heather said good jobs come from

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expansion of existing businesses, new businesses started by existing entrepreneurs, and attraction of business to our area. In terms of successful businesses, they consider growth potential, wages & benefits, range of types of jobs, commitment to community, and return on investment. Key economic development services provided by TCAD are technical, financial, information/statistical, workforce, and economic development leadership. Challenges include requests for technical assistance, early stage capital, flexible multi-tenant space, next-generation sites, workforce training, and workforce recruitment. Martha pointed out it usually takes 4 to 5 years to develop a new company.

Responding to member questions, Heather said TCAD has good connections and sharing with Cornell entrepreneur groups, and is trying to facilitate more informal networking so students dialog with entrepreneurs. We need to keep students and graduates here. Cornell has requested networking events, and one was held last week, which was very well attended. The biggest skill hurdle is business planning, as young entrepreneurs especially need this help, but also needed are specialty engineers and technical staff. Tax credit program were from the Empire Zone program and are almost all expired now. TCAD also works with Ithaca College concerning entrepreneurs; Tompkins-Cortland Community College interaction is more about training. Martha works with some area businesses through the Tourism Capital Grant Program, where she examines their business plans, provides feedback, and is available to answer questions. Heather has recently worked with some agriculture-based tourism programs. Paul Tatar said he is involved in setting up some organizational things in regional communities colleges, and pointed out most are local people, so the goal of having graduates stay in the region is very possible with these students. Martha said Carl Haynes (TC3 President) is on the TCAD board of directors, so they interact with TC3. Tom Knipe highlighted the alignment of the TCAD goals of growing high tech businesses with the place-making strategies of the tourism grant programs, as investments that help make us a place where people want to work and live, contributing to quality of life. Carol Chock asked if TCAD and STPB plan to keep the lines of communication open, and Rick replied that this presentation is but a first step.

Rick introduced Tiffany Gallagher, a new associate member, and noted she participated in the discussions last year about use of tourism funds to support TCAD.

Arts & Culture Organizational Development Grant Review – Brett Bossard provided an overview with the agenda. There are currently six applications for multi-year grants and one request for ongoing support. The Museum of the Earth and Cayuga Nature Center are requesting support associated with a merger. Recommendations moved by Sue Perlgut and seconded by Paul Tatar. Some of the differences between requests and recommended awards were based on requests being very modest for circumstances, or identification of existence of other funding pools. The review team is examining what to do with previously recommended amounts that will not be awarded, and could identify enough for a new application round. Rick pointed out the review team stayed focused on the priorities of the Strategic Tourism Plan, and organizations need to become self-sustaining. **Vote** on motion: Yes 8; No 0; Abstentions 3 (Monagan, Musco, Hugo).

Applicant	Request	2013 Recommendation
Cayuga Chamber Orchestra	2013 \$26,880 2014 \$26,880 2015 \$26,880	\$27,000
Hangar Theatre	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$27,000
The History Center in TC	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$27,000
Kitchen Theatre	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$27,000
Museum of the Earth/Cayuga Nature Center	2013 \$60,000 2014 \$60,000 2015 \$60,000	\$40,000

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Sciencenter	2013 \$30,000 2014 \$30,000 2015 \$30,000	\$17,000
State Theatre of Ithaca, Inc.	2013 \$23,773 (contracted)	\$23,773

Spring 2013 Tourism Grant Review

Celebrations – Carol Kammen (Chair) reported requests far exceeded available funds. 26 applicants were selected. She noted applications are well written, which can be attributed to Tom Knipe’s interaction with organizers. Many of these Celebrations have potential to become big-time events. Rollover from 2012 and some 2013 reserved funds will be used for a fall round of grants. Tim Joseph moved to accept the committee recommendations, seconded by Susie Monagan. **Vote:** passed by unanimous voice vote.

Project	Request	Recommendation
2013 Boricua Afro American Festival	\$2,000	\$750
2013 Celebrate Cayuga Lake	\$1,500	\$1,200
2013 First People’s Festival	\$2,000	\$1,100
2013 Food Justice Summit	\$2,000	\$600
2013 International Mud Day	\$1,700	\$1,000
2013 Juneteenth	\$2,000	\$1,200
2013 Kwanzaa	\$1,695	\$1,000
2013 Latino Heritage Month Celebration	\$2,000	\$1,200
2013 Light & Lake Water Parade	\$1,700	\$1,200
2013 State Theatre of Ithaca’s 85 th Birthday Celebration	\$2,000	\$800
2013 Streets Alive! Ithaca	\$2,000	\$1,000
2013 The GIAC Festival	\$1,275	\$1,200
2013 T C Veteran’s Day Parade and Ceremony	\$2,000	\$1,000
2013 Gad!Zukes! Zucchini Festival	\$500	\$500
2013 Danby Fun Day	\$1,605	\$1,600
2013 Dryden Lake Festival	\$2,000	\$1,600
2013 Enfield Harvest Festival	\$1,950	\$1,600
2013 Happenein in the Hamlet	\$850	\$850
2013 Verne Morton Memorial Photography Show & Contest	\$720	\$720
2013 East Shore Festival of the Arts	\$1,060	\$1,060
2013 Lansing Harbor Festival	\$2,000	\$1,600
2013 Finishing Touches Craft Fair	\$569	\$569
2013 Newfield Old Home Days	\$2,000	\$1,600
2013 Apples, Arts and Antiques	\$1,155	\$500
2013 Migration Celebration	\$2,000	\$500
2013 Tru-Ulysses Winter Festival	\$2,000	\$1,600

Not recommended for funding: 2013 Bike to Work Day, 2013 Groundswell’s Local Food & Farming Festival, 2013 Heart of the Finger Lakes: Tasting & Tapas Showcase, 2013 “Music and a Movie” at Myers,

Tourism Marketing & Advertising – Christy Agnese reported for the committee (Ethan Ash chaired). The application for the Museum of the Earth 10th Anniversary Celebration will be considered separately. The committee seriously considered if applications matched the Strategic Tourism Plan, especially the goal of drawing out-of-towners to our hotels. Some funds were saved for a fall grant round. Christy moved the committee recommendations (*except* Museum of the Earth Anniversary), and Steve Hugo seconded. Susie Monagan commented on the State of The Art Gallery not being selected, and Christy said committee members thought continuation of First Friday events would be preferable. **Vote** on motion: Yes 8; No 0; Abstentions 3 (Monagan, Musco, Wiggins).

Project	Request	Recommendation
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2014 Cayuga Lake Triathlon	\$3,395	\$3,395
2013 Cayuga Wine Trail Holiday Shopping Spree	\$5,000	\$5,000
2014 Cayuga Wine Trail Say Cheese	\$5,000	\$3,000
2013 CanYou Canoe Cayuga?	\$1,000	\$1,000
2013 The Gardener's Trail	\$1,750	\$1,750
2013 Restaurant Week in TC	\$5,000	\$5,000
Fresh Air for Families: Compost to Cuisine	\$2,200	\$2,200
Winter Village Music Festival and Camps	\$2,000	\$2,000
2013 Ithaca International Fantastic Film Festival	\$2,600	\$2,600
2014 Cayuga Trails 50	\$2,650	\$2,650
Spring Writes: The 2013 Finger Lakes Literary Festival	\$3,250	\$3,250
2013 Downtown Ithaca Winter Festival & Ice Rink	\$3,000	\$3,000
2013 Finger Lakes International Dragon Boat Festival	\$1,500	\$1,500
Ithaca Scottish Games & Celtic Festival	\$1,925	\$1,925

Not recommended for funding: 2013 Gorgeous Art Near Ithaca's Gorges, 2013 Dryden Lake Festival Triathlon, 2013 SewGreen Regional Market, Behind the Camera: T C During the Wharton Studio Era

New Tourism Initiative and Tourism Project Grants – Steve Hugo reported for the committee (Jon Reis chaired). Committee members scored and weighted applications prior to their meeting, then reviewed 8 of each type at the meeting. They saved a small amount for a fall grant round. Steve moved the committee recommendations *except* Museum of the Earth 10th Anniversary Celebration, Paul Tatar seconded. Only Cayuga Trails 50 is a totally new event. Tom Knipe had spoken with other interested organizations that did not apply in the spring round, and he will continue to work with them. **Vote** on motion: Yes 6; No 0; Abstentions 5 (Joseph, Monagan, Musco, Perlgut, Wiggins).

	Project	Request	Recommendation
NTI	2013 CanYou Canoe Cayuga?	\$3,200	\$3,000
NTI	2013 The Gardener's Trail	\$2,250	\$1,500
NTI	2013 Restaurant Week in T C	\$7,000	\$5,500
NTI	Fresh Air for Families: Compost to Cuisine	\$10,000	\$8,000
NTI	Winter Village Music Festival and Camps	\$15,000	\$13,500
NTI	2013 Ithaca International Fantastic Film Festival	\$18,600	\$13,500
NTI	2014 Cayuga Trails 50	\$12,050	\$12,050
NTI	Behind the Camera: TC During the Wharton Studio Era	\$10,025	\$6,000
TPG	Spring Writes: The 2013 Finger Lakes Literary Festival	\$5,800	\$3,000
TPG	2013 Downtown Ithaca Winter Festival & Ice Rink	\$20,000	\$13,513
TPG	2013 Finger Lakes International Dragon Boat Festival	\$21,990	\$12,000
TPG	Ithaca Scottish Games & Celtic Festival	\$18,805	\$11,500
TPG	Raising the Dead: The Art and Science of John Gurche	\$10,310	\$6,000
TPG	Mars Rover Exhibit	\$25,000	\$13,500
TPG	Summer 2013 Shakespeare Festival	\$17,120	\$11,500

TMA and TPG for Museum of the Earth 10th Anniversary Celebration – The full grant application was distributed for this discussion. Steve reported the TPG application was for \$10,000 and the committee recommends a grant of \$5,000. Committee members felt having Laurie Anderson perform would bring visitors from outside the County. Christy reported the application was not highly relevant to this specific event and the request for TMA funds was \$3,000 for print and \$2,000 for online. Following discussion with NTI/TPG committee members, who are more familiar with the performer, TMA finds it acceptable to recommend a grant of \$3,000 for the event with these stipulations: to be used \$2,000 for print and \$1,000 for online advertising, all targeted outside Tompkins County. Christy moved to award \$3,000 in Tourism Marketing & Advertising funds, which was seconded by Steve. Steve moved to award \$5,000 in Tourism

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Project Grant funds, which was seconded by Christy. The performer sold out the State Theatre during a Light in Winter performance, and Fred expects this to draw from the Rochester and aging Baby Boomers markets. Steve pointed out although several applications are for one-time events, one visit could bring people back. Brett said this anniversary event at the Museum of the Earth received the only arts project grant from the Regional Economic Development Council. **Vote** on joint motions: passed unanimously. All grants recommended today will go to the County Legislature’s Economic Development Committee on April 4.

	Project	Request	Recommendation
TMA	10 th Anniversary Celebration of the Museum of the Earth	\$5,000	\$3,000
TPG	10 th Anniversary Celebration of the Museum of the Earth	\$10,000	\$5,000

Convention & Visitors Bureau Report – Fred Bonn provided materials with the agenda and reported the occupancy trend that is declining did show a drop in January, but it is not as serious as expected. January 2013 was the third-best January on record. Many school districts had to adjust their break dates because of storm closures, so Winter Recess did not grow as they had hoped. This year was the second-best registration year, but the room nights goal was not reached. Stephanie Vann is the new CVB staff member.

Announcements: Carol Chock: The County received a request for representatives to attend the NYS Regional Fish & Wildlife Management Board at DEC in Cortland. Tompkins County can send three representatives – sportsman, landowner, and legislator or designee. Steve Hugo expressed an interest. Susie Monagan: She uses an old survey of Tompkins County arts organizations in her work teaching theatre arts at IC. It is eleven years old, and she suggested redoing it, as STPB could use the data in our grants work. Rick said that will become part of the discussion expected about the timeliness of repeating the Chmura Study.

Scott Wiggins: A waterfront cleanup will be held from Cass Park to Stewart Park on 3/30. Anyone who wants to participate with his workgroup can meet at the large pavilion at Stewart Park at 9 AM.

Ronda Roaring: She has been accepted as a member of the Society of American Travel Writers, and is the only writer from the Finger Lakes in this organization.

Paul Tatar: Bus groups are scheduled to come here for fishing, and NBC and ESPN will film here this summer.

Tom Knipe: Jon Reis has suggested that we have a calendar of all events we help fund. Fred thought it would be appropriate for CVB staff to help with this.

With no further business, the meeting adjourned at 5:02pm.

Respectfully Submitted,
Kathy Wilsea, Secretary
Tompkins County Planning Department

Approved by STPB on April 17, 2013

Next Meetings Scheduled

Wednesday, April 17 – 3pm

Wednesday, May 15 – 3pm